

## Claims

1. An Internet-based information and communication system with at least one computer functioning as central server, wherein the system comprises information carriers, which can be distributed by at least one users to certain persons, each information carrier having a carrier-specific access code, through the input of which on an external computer on a central access page made available by the central server, a code-specific information page, which is assigned to the access code, can be assembled by the user and expanded by the input of a different access code by hyperlinks assigned to the latter, can be called.

2. The information and communication system of claim 1, wherein the information carrier is in the form of a card (11), especially of a plastic card, preferably in the check verification card format, on which the Internet address (12) of the central access page (2) and the access code are printed.

3. The information and communication system of claims 1 or 2, wherein an access code comprises a card number (13) and a card code (14).

4. The information and communication system of one of the preceding claims, wherein the server has means for comparing the access code entered with an access code stored in the data base of the server and, in the event that the two codes are identical, provides access.

5. The information and communication system of claims 3 or 4, wherein the card code (14) consists of a combination of numbers and/or letters.

6. The information and communication system of one of the claims 3 to 5, wherein the card number (13) is at least a six-digit, preferably an eight-digit number and the card code (14) is at least a four-digit and preferably a five-digit number.

7. The information and communication system of one of the claims 2 to 6, wherein the plastic card (11) optionally additionally has a memory, preferably a magnetic strip or a chip (15), in which the card number (13) and/or the card code (14) and/or user-specific data are stored.

8. The information and communication system of one of the claims 2 to 7 wherein, when the card (11) is inserted in a card reader of a communication device, connected with the Internet, the access code is transmitted and the information page and/or the user-specific survey page (5), assigned to the access code, can be requested.

9. An Internet-based information and communication system with at least one computer functioning as central server, wherein the system comprises codes, which can be issued by at least one issuer and can be transmitted by a user over a communication connection to the central server (17) and, after the transmission, a code-specific information page (21), which can be assembled by the user, can be requested in the Internet, the information page (21) being linked over a hyperlink with information assigned to the code and can be expanded by the entry of a different code by a hyperlink assigned to this code.

10. The information and communication system of claim 9, wherein the communication connection is established as a mobile phone connection and/or as an Internet connection.

11. The information and communication system of claims 9 or 10, wherein the communication connection for automatically transferring an identification, identifying the user, is established at the computer (17).

12. The information and communication system of claims 9 or 10, wherein an identification, identifying the user, can be entered by the user and transferred to the computer (17).

13. The information and communication system of claims 11 or 12, wherein the identification is formed as a call number.

14. The information and communication system of one of the claims 11 to 13, wherein the identification comprises an access password.

15. The information and communication system of claim 14, wherein the access password is transmitted to the user after the first input of the code.

16. The information and communication system of one of the claims 9 to 15, wherein the communication connection can be established over a mobile phone (16).

17. The information and communication system of claim 16, wherein the code can be entered manually and/or acoustically and/or by means of a bar code reader by the user into the mobile telephone (16).

18. The information and communication system of one of the claims 9 to 17, wherein the system is designed to transmit a confirmation to the user after a code is entered.

19. The information and communication system of claim 18, wherein the confirmation is designed as a voice notification and/or as an SMS notification.

20. The information and communication system of one of the claims 9 to 19, wherein a code is a component of an advertising medium.

21. The information and communication system of claim 20, wherein the advertising medium is a plastic card or an advertising display or a poster or a sticker or an imprint on goods.

22. The information and communication system of claim 20, wherein the advertising medium is an Internet banner or a television or radio spot or an e-mail.

23. The information and communication system of one of the preceding claims, wherein the code-specific information page (21) contains communications (23) from an issuer to the user.

24. The information and communication system of one of the preceding claims, wherein the code-specific information page (21) has hyperlinks (24), which are linked to Internet pages of the issuer.

25. The information and communication system of one of the preceding claims, wherein the system has means for sending and receiving electronic communications over the information page (21).

26. The information and communication system of claim 25, wherein an electronic communication contains hyperlinks, by the selection of which context-specific information and/or help pages can be called.

27. The information and communication system of one of the preceding claims, wherein the contents of the information page (21), assigned to the access code, can be grouped, expanded and deleted once again by the user.

28. The information and communication system of one of the preceding claims, wherein a points account (25) is assigned to the user and the points can be depending on the actions of the user.

29. The information and communication system of claim 28, wherein the point credit can be paid out as a money amount and/or as a goods bonus and/or as free minutes for making telephone calls.

30. The information and communication system of one of the preceding claims, wherein communications of an issuer can be transmitted to the user as e-mail and/or as an SMS communication and/or by regular mail.

31. The information and communication system of one of the preceding claims, wherein the communication connection between the user and the computer is designed to make use of the WAP and/or GPRS and/or UMTS technology.

32. The information and communication system of one of the preceding claims, wherein the system comprises an ordering and/or settlement of accounts and/or delivery a system.

33. The information and communication system of claim 32, wherein the accounts are settled over a mobile phone.